

## Message Text

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PAGE 01 LISBON 04102 060945Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 AGRE-00 CIAE-00 INR-10

LAB-04 NSAE-00 PA-02 SIL-01 ICA-20 /058 W

-----082559 060950Z / 20

P R 050925Z JUN 78

FM AMEMBASSY LISBON

TO SECSTATE WASHDC PRIORITY 5902

INFO AMCONSUL OPORTO

AMCONSUL PONTA DELGADA

UNCLAS LISBON 4102

C O R R E C T E D C O P Y (TEXT)

E.O.11652: N/A

TAGS: BEXP, PO

SUBJ: FY 1980 PROMOTION EVENT SCHEDULE

REF: A) STATE 130047 B) LISBON 1604 C) LISBON 1154

1) FOLLOWING ARE EMBASSY COMMENTS ON PLANNED COMMERCE PROMOTION  
EVENT SCHEDULE PROPOSED IN REFTEL:

A) SEMINAR TRADE MISSION, ENERGY SYSTEMS (ELECTRIC POWER GENERATION)  
MAY 1980: ENERGY SYSTEMS SEMINAR TRADE MISSION WOULD BE MOST  
USEFUL IF PROGRAMMED FOR EARLY FY 1980. WE ANTICIPATE GOP  
WILL HAVE BY THAT TIME ADOPTED A POSITION WITH RESPECT TO NUCLEAR  
ENERGY DEVELOPMENT ISSUE (SEE REFTELS). WE NEVERTHELESS  
URGE DOC RETAIN FLEXIBILITY IN SCHEDULING THIS PROMOTION  
EVENT SO THAT IT MAY BE TIMED FOR MAXIMUM IMPACT. WE WOULD  
NOT WANT TO RULE OUT EVEN LATE FY1979 SHOULD CIRCUMSTANCES  
WARRANT.

B) CATALOG EXHIBITION, FOOD PROCESSING AND PACKAGING, SANTAREM  
AGRICULTURAL FAIR, JUNE 1980: WE ARE NOW PLANNING THIS EVENT FOR  
FY 1979 (FALL OF 1978). ALTHOUGH WE INITIALLY SOUGHT TO HOLD  
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PAGE 02 LISBON 04102 060945Z

IT IN CONJUNCTION WITH OUR PARTICIPATION IN THE SANTAREM  
AGRICULTURAL FAIR, WE ARE NOW PLANNING TO DO THE PRESENTATION  
IN LISBON AND OPORTO THIS AUTUMN.

C) WE CONTINUE TO URGE STRONGLY THE SCHEDULING IF POSSIBLE DURING  
FY 1980 OF A WINE AND JUICE PROCESSING EQUIPMENT TRADE MISSION  
(SEE LISBON 3418, OPORTO 100). HAS MISSION PROPOSED IN USDOC

6268 BEEN CANCELLED OR HAS PORTUGAL SIMPLY BEEN DELETED FROM  
ITS ITINERARY? WOULD APPRECIATE CLARIFICATION.

(A) COMMENT: EMBASSY UNDERSTANDS RATIONALE FOR LOW-LEVEL US  
PROMOTIONAL ACTIVITY OVER THE PAST FEW YEARS, PARTICULARLY GIVEN  
ECONOMIC DISLOCATION AND FOREIGN INVESTMENT DISPUTES SUBSEQUENT  
TO APRIL 1974 REVOLUTION. THE ECONOMIC CLIMATE IS CHANGING  
RAPIDLY, HOWEVER, AND PORTUGAL NOW WARRANTS GREATER ATTENTION  
IN TERMS OF TRADE PROMOTION ACTIVITIES. SIGNIFICANT GOVERN-  
MENT INVESTMENT PROGRAMS, PLANS TO RESTRUCTURE AND REVITALIZE  
EXPORT SECTOR, AND GOVERNMENT EFFORTS TO RESTORE PRIVATE SECTOR  
CONFIDENCE SHOULD IMPROVE TRADE AND INVESTMENT OPPORTUNITIES  
IN PORTUGAL.

BLOOMFIELD

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NNN

## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Subject:** FY 1980 PROMOTION EVENT SCHEDULE  
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